

## ABSTRACT OF THE DISCLOSURE

A model object MOB (tree) having a plurality of part objects (branches) POB1 and POB2 each of which has a projection shape is arranged in an object space. Each of  
5 the POB1 and POB2 has a projecting portion formed on a display surface on which an image is drawn. The POB1 and POB2 are rotated so that the display surfaces thereof are directed toward a virtual camera VC. A Z texture for setting bump shapes on the display surfaces by pixel unit or forming a virtual projection shape on each of the display surfaces is mapped on the POB1 and POB2. When the VC rotates about a Y-axis and an  
10 X-axis while being directed toward a column-shaped part object (trunk) COB, the POB1 and POB2 are rotated so that the display surfaces thereof are directed toward the VC.